Avril Wong

UX Designer with Expertise in Marketing

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EDUCATION

Bloc

May 2018 - Jun 2019

Product Design and Front-End Development Program

University of Macau

Sep 2008 - May 2012

Bachelor of Business Administration, Marketing

SKILLS

Product Design
Interaction Design
User Experience Design
Visual Design
User Research & Testing
Brand Strategy & Identity
Information Architecture
Personas & User Stories
Wireframing
Prototyping
Data analysis & Visualization

TOOLS

Adobe XD
Figma
Sketch
Adobe CC
InVision
Principle
HTML, CSS
Javascript
Terminal
GitHub

LANGUAGES

English
Chinese (Cantonese, Mandarin)

EXPERIENCE

Language I/O

Product Designer   Aug 2021 - Present

• Plan and conduct user research and competitor analysis.

• Lead product design concepts in ideation and development.

• Design and deliver userflows from sketches, wireframes to interactive prototypes.

• Collaborate with a cross-functional team to ensure the product deliverable is up to market standard.

Apple

WWDR (User Experience)   Aug 2016 - Jul 2021

• Review apps from dozens of industries and ensure compliance to App Store human interface guidelines and standards.

• Serve as point of contact for developer advocacy in cross-cultural policy implementation.

• Work closely with the human interface guidelines team and provide feedback to developers on improving user experience.

• Analyze business model and UI/UX trends in iOS applications.

Apple

Localization QA Specialist   Jul 2015 - Apr 2016

• Supported Apple Music's global launch project in Asia from producing pre-launch materials to performing post-launch testing.

• Created and localized marketing content in the various channels.

• Performed quality assurance on user experience and editorial content.

Forever 21

Visual Merchandiser   Jul 2014 - Jan 2015

• Spearheaded marketing campaigns to raise brand awareness; increased daily sales for 15% by designing strategic floor display systems.

DESIGN PROJECTS

Bay Badminton Center

• Redesigned the badminton center kiosk interface and signup workflow.

• Built prototype, created new visual design to improve user experience.

• Performed user testing, average signup time shortened by 30%.

Food Tracker

• Designed a conceptual tool to help tracking the freshness of food and reducing food waste.

• Conducted user research, wireframe, prototype and visual designs.